

IN THE CLAIMS

Kindly cancel claims 6, 11, 12, 18, 23, and 24.

Kindly amend the claims as follows:

1. (Currently Amended) A method for facilitating an online transaction comprising:

providing a web site having an associated database;

associating, by the a web site, a user ID with a user;

presenting to the user a page, said page including ~~at least one item to be purchased and~~ an icon for invoking a purchase ~~service~~ process;

clicking on said icon by the user, thereby invoking said purchase ~~process service~~ service for said item to be purchased;

creating a Transaction ID corresponding to said purchase process items to be purchased;

storing said Transaction ID in said database associated with said web site;

associating, by said purchase process service:

customer information corresponding to said User ID;

purchase information corresponding to said Transaction ID; and

storing said customer and purchase information in said database; and

completing said purchase process online transaction for said items to be purchased.

2. (Original) The method of claim 2, wherein said page comprises mini homepage corresponding to said user.

3. (Original) The method of claim 3, wherein said mini homepage includes customer information corresponding to said user.

4. (Original) The method of claim 3, where said customer information comprises credit card information corresponding to said user.

5. (Original) The method of claim 4, wherein said online transaction is completed using said credit card information.

6. (Cancelled)

7. (Original) The method of claim 3, wherein said information may be updated by said user.

8. (Original) The method of claim 7, wherein said update may only be performed receiving a proper password from said user.

9. (Original) The method of claim 3, wherein said mini homepage includes content predefined by said user.

10. (Original) The method of claim 3, wherein said information includes an email address corresponding to said user.

11. (Cancelled)

12. (Cancelled)

13. (Currently Amended) An apparatus for facilitating an online transaction comprising:

a web site and an associated database being configured for:

associating a user ID with a user;

presenting to the user a page including ~~at least one item to be purchased and~~ an icon for invoking a purchase service process;

receive a click on said icon by the user

invoking said purchase process service for said item to be purchased responsive to said click;

creating a Transaction ID corresponding to said purchase process items to be purchased;

storing said Transaction ID in said database associated with said web site;

associating customer information corresponding to said User ID and purchase information corresponding to said Transaction ID; and

storing said customer and purchase information in said database; and

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completing said purchase process ~~online transaction for said items to be purchased.~~

14. (Original) The apparatus of claim 13, wherein said page comprises mini homepage corresponding to said user.

15. (Original) The apparatus of claim 14, wherein said mini homepage includes customer information corresponding to said user.

16. (Original) The apparatus of claim 15, where said customer information comprises credit card information corresponding to said user.

17. (Original) The apparatus of claim 16, wherein said online transaction is completed using said credit card information.

18. (Cancelled)

19. (Original) The apparatus of claim 15, wherein said information may be updated by said user.

20. (Original) The apparatus of claim 19, wherein said update may only be performed receiving a proper password from said user.

21. (Original) The apparatus of claim 15, wherein said mini homepage includes content predefined by said user.

22. (Original) The apparatus of claim 21, wherein said information includes an email address corresponding to said user.

23. (Cancelled)

24. (Cancelled)

25. (Currently Amended) An apparatus for facilitating an online transaction comprising:

web site means for providing network connectivity between said web site means and a user;

database means associated with said web site means;

means for associating a user ID with the user;

means for presenting to the user a page including ~~at least one item to be purchased~~ and an icon for invoking a purchase process service;

means for detecting a click on said icon by the user

means for invoking said purchase process service for ~~said item to be purchased~~ responsive to said click;

means for creating a Transaction ID corresponding to said purchase process items to be purchased;

means for storing said Transaction ID in said database associated with said web site;

means for associating customer information corresponding to said User ID and purchase information corresponding to said Transaction ID; and

means for storing said customer and purchase information in said database;

and

means for completing said purchase process online transaction for said items to be purchased.